

India Hair Color Market, By Product Type (Permanent Hair Color, Semi-Permanent Hair Color, Temporary Hair Color), By Type (Liquid, Cream, Powder, Spray), By Color Type (Black, Red, Brown, Burgundy, Others), By Distribution Channel (Supermarkets/Hypermarkets, Departmental Stores, Drug Stores & Pharmacies, Traditional Retail Stores, Online, Non-Retail), By End User (Individual Consumer, Beauty Salons, Entertainment & Fashion Industry), By Region, Competition, Forecast & Opportunities, 2019-2029F

<https://marketpublishers.com/r/IF4594EDCD92EN.html>

Date: September 2023

Pages: 85

Price: US\$ 3,500.00 (Single User License)

ID: IF4594EDCD92EN

Abstracts

India Hair Color market is projected to grow throughout the forecast period, owing to increased awareness of hair-highlight trend, expanding market for salon services and innovative technology used in salons to improve the use of hair care products. Other issues include increase in consumer hair related issues, accelerated socioeconomic development, and the rapidly growing impact of social media.

India Hair Color Market Scope

Hair Color is the practice of changing one's hair color. This can be done for various reasons including fashion and style purpose, to cover grey hair, or to change one's look with different hair color. Typically, chemicals used in hair color products penetrate the hair roots to change the color of the hair. Hair color can be permanent, semi-permanent or temporary. Permanent hair color is designed to last until the hair grows out or is cut, while semi-permanent hair colors last for a few weeks and gradually fades over time.

Temporary hair colors are washed out after a few shampoo and is often used for special occasions or to experiment with new hair color.

India Hair Color Market Overview

India Hair Color market is experiencing high demand owing to the rising trend among urban youth and young professionals, but it is also gaining popularity among aged women and men. The increasing availability of hair color products across different price points and channels including online platforms, is further fueling the growth of this market. The hair color market, which had traditionally been dominated by 'powders', including henna, has seen considerable shifts to cr?me colors, especially among young generation which has also increased the demand of hair color market in India. In addition, the market is benefiting from the launch of new and innovative products, increased marketing efforts by companies, and a growing number of professional salons and beauty parlors. Major players are focusing on product innovation, launching new products with natural ingredients, and expanding their distribution network to gain a larger share of the market.

India Hair Color Market Drivers

Hair color market in India is growing due to various factors such as the increasing demand for hair color in India, driven by the rising popularity of hair color as a fashion trend and a desire to cover grey hair. Moreover, with changing lifestyle and growing income levels, consumers are becoming more aware and conscious about their appearance. They are looking for more innovative and new hair color products that offer long lasting results with less damage. In addition, more working women are demanding hair color products to maintain their appearance. The ease of availability of hair color products across various distribution channel, including online platforms and retail stores, is boosting the growth of the hair color market in India.

Hair color market in India is becoming highly competitive, with manufacturers engaging in aggressive advertising and promotional activities to attract consumers. Moreover, hair color manufacturers are introducing new hair color products in different color shades according to the changing needs and preferences of consumers. The development of natural and organic hair color products is also contributing to the market growth.

India Hair Color Market Trends

As the hair color market in India grows, more and more companies are competing for

market share and customer engagement. Moreover, businesses are expanding their operations in the India Hair Color market through strategic alliances or acquisitions. As hair color is a popular beauty product in India, and the market is continuously growing with new trends. For example, the increasing awareness about the harmful chemicals used in traditional hair color products, making natural and organic hair color increasingly popular in India. These products are made using natural ingredients and are considered safer for hair and scalp. For instance, in 2021, Indus Valley launched its 100% organic certified hair color in six shades. These hair colors are free of ammonia and various harmful chemicals.

Another trend in hair color market in India is the increasing popularity of hair color services at home. Many consumers are choosing to color their hair themselves rather than visiting a salon, due to the convenience and cost saving. Thus, various companies are offering hair color products at home. Additionally, there has been a growing trend towards bold and vibrant hair color such as blue, purple, pink, green, etc. These colors are becoming popular among the younger generations. Overall, the hair color market in India is evolving constantly, and new trends are likely to emerge as consumer preferences continue to shift.

India Hair Color Market Challenges

The side effects of hair colors include the concern of overprocessing hair and the possibility of conjunctivitis. Additionally, certain chemicals which are used in hair colors such as paraphenylenediamine, have side effects such as asthma attack, skin allergic reactions, etc., in severe cases. Thus, the side effects caused by hair color products are the major concern in hair color market in India.

Moreover, hair color in India is often associated with western culture and some resistance still exists in coloring one's hair. The price of hair color products can be a significant barrier for many consumers in India. In addition, there is lack of proper regulation in hair color market in India due to which low quality and counterfeit hair color products are being sold in India.

Market Opportunities

There is a rapid increase in the demand of hair color from fashion and entertainment industry as hair color has a significant influence on fashion and beauty trends in India. Thus, these beauty trend in fashion and entertainment industry has created new opportunities for the hair color market in India.

The hair color market in India is a rapidly growing and dynamic market, with many opportunities for companies that can offer high quality, innovative, and safe hair color products, thus expanding their distribution networks and establishing strong partnership with professional salons and beauty parlors in India.

Market Segmentation

India Hair Color market is segmented on the basis of product type, type, color type, distribution channel, end user, and region. Based on product type, the market is fragmented into permanent hair color, semi-permanent hair color, and temporary hair color. Based on type, the market is segmented into liquid, cream, powder, and spray. The market is segmented into black, red, brown, burgundy, and others on the basis of color type. The market is segmented into supermarkets/hypermarkets, departmental stores, drug stores & pharmacies, traditional retail stores, online, and non-retail on the basis of distribution channel. On the basis of end-user, the market is fragmented into individual consumer, beauty salons, and entertainment & fashion industry. On the basis of region, the market is divided into North, South, East, and West.

Company Profiles

L'Oréal India Pvt Ltd, Godrej Consumer Products Ltd, Modi Mundipharma Beauty Products Limited (Revlon), Hygienic Research Institute Pvt. Ltd. (Streak), Coty India Beauty and Fragrance Products Private Limited (Wella), ColorBar Cosmetics Pvt. Ltd., Indus Cosmeceuticals Pvt. Ltd. (Indus Valley), Honasa Consumer Limited (BBlunt), Henna Industries Pvt Ltd (Color Mate), CavinKare Pvt. Ltd. are some of the major players in the India Hair Color market.

Report Scope:

In this report, India Hair Color market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Hair Color Market, By Product Type:

Permanent Hair Color

Semi-Permanent Hair Color

Temporary Hair Color

India Hair Color Market, By Type:

Liquid

Cream

Powder

Spray

India Hair Color Market, By Color Type:

Black

Red

Brown

Burgundy

Others

India Hair Color Market, By Distribution Channel:

Supermarkets/Hypermarkets

Departmental Stores

Drug Stores & Pharmacies

Traditional Retail Stores

Online

Non-Retail

India Hair Color Market, By Distribution Channel:

Individual Consumer

Beauty Salons

Entertainment & Fashion Industry

India Hair Color Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Hair Color market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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